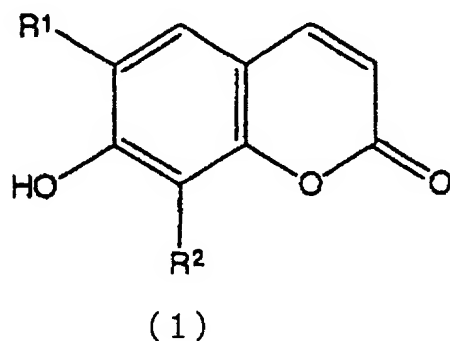


# ABSTRACT

Disclosed are a color fading/discoloration preventive agent containing as its active ingredient a coumarin analog represented by general formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:



(wherein  $R^1$  represents a hydrogen atom, a hydroxyl group or a methoxy group,  $R^2$  represents a hydrogen atom or a hydroxyl group, and  $R^1$  and  $R^2$  are not both hydrogen atoms); and

a color fading/discoloration preventive agent containing as its active ingredient a coumarin analog mixture obtained from the rind of citrus fruit, and particularly a coumarin analog mixture obtained from citrus cold press oil.